FREDERICK LOESER & CO.

BROOKLYN ADVERTISEMENTS.

BROOKLYN ADVERTISEMENTS.

really a history of progress. Its periodic coming may seem like an old story, but in fact it is the

most vital and practical new story this store has

ever told. There never were so many reasons

why it has extraordinary human interest for

every woman. There never were so many wide

differences between the Loeser garments and

the ordinary kinds generally sold elsewhere.

There never were such low price advantages.

Loeser's is an odd store—it can't stand still—it

is always doing new things, always improving:

it is different, and there are surprises for you at

this year's sale that will grow in importance the

better, the making improved, the styles the best

and the prices are lower than ever. The fact

The quantities are larger, the materials are

more you become acquainted with them.

Night Gowns.

square shape, trimmed with embroid-

AT 49c.-Night gowns of heavy muslin, empire, square and high neck, prettily trimmed with embroidery.

AT 59c .- Fine cambric and muslin night

gowns, V shape, square neck and high effects, prettily trimmed with embroid-

ery; other with lace insertion and hemstitching.

AT 79c. — An excellent lot of fine nainsook night gowns, in a variety of styles, dainty and pretty, lace and em-

AT 98c .- A large variety of styles, nain-

trimmed with fine lace and embroid-

muslins, square, round and em-

plain tucked.

ery and lace insertion.

BROOKLYN ADVERTISEMENTS.

BROOKLYN ADVERTISEMENTS.

BROOKLYN ADVERTISEMENTS.

FREDERICK LOESER & CO

## Beautiful New Embroideries.

Manufacturers' Pleces at Half.

You will find these some of the prettiest embroideries in strips that you have ever seen. The patterns alone will sell them, to say nothing of the price advantage. The best embroideries that are made-most all of them in 4% to 6 yard pieces-kinds for every purpose at 5c. to 49c. a yard-real worth 10c. to 98c.

BROOKLYN.

#### Mussed Handkerchiefs At Prices That Must Sell Them.

Handkerchiefs that have received no more harm than a wash will remove. In the holiday selling they have been tumbled about-mussed-we can't offer them as new and fresh. There are almost all kinds of handkerchiefs among them-the 5c. to \$1.00 kinds, all at 3c. to 50c.

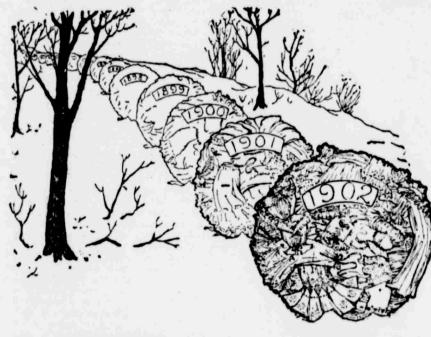
# A Great Conquest of Muslin Underwear! Midwinter Sale Grown Like a Rolling Snow Ball.

The history of this Loeser annual sale is I equalled—the fact of former successes gives us a pur-

more later than at present.

will cost more than 50c. later.

All Past Qualities, Quantities and Prices Eclipsed.



Corset Covers.

AT 5c .- Muslin corset covers, 2 shapes, AT 25c .- Muslin chemisettes, corded felled seams.

styles, high neck, low neck and V-shape, square neck and French shape—some embroidered, others with lace.

AT 25c. AND 29c.—Cambric corset covers, low and high neck, V-shape, all French bodies, lace and embroidery

AT 39c., 49c. AND 59c.—Nainsook and cambric corset covers in a variety of styles, high and low neck, lace and embroidery trimmed. These also in the

French body covers. AT 79c. AND 98c.—A still finer line of the best nainsook and cambric-some made to the waist line and others made with shirred strings, French effect, elaborately frimmed with lace or em-

Flannelette Gowns. AT 39c .- Flannelette gowns in assorted

stripes, rolling collar. AT 98c.—Elaborately trimmed flan-nelette gowns with embroidery and lace, high neck and empire styles. AT \$1.29—Daisy cloth gowns in pink and blue, empire shape, elaborately

trimmed with lace; also extra quality flannelette gowns in stripes, made with sailor collar and trimmed with embroidery of self-color.

as a guide for your information:

to \$2.00 per yard.

the jot black, too

Embroidered Swisses from St. Gall.

inches wide, prices range from 39c.

Printed Liberty de Soie-The designs

Mercerized granadines, tinted grounds,

Mercerized so: a brastiful range of

in bandsome stripe effects, 89c. per yard.

and finish of this fabric remind you more of high-class silks than cotton, \$5c. per

in white, black and colors, 32 and

eeru tinted and white grounds, embroid-

Second Floor

band, pearl buttons. AT 12c.—Cambric covers, high V-shape, embroidered edge.
AT 19c.—Corset covers, cambric, in five prettily trimmed with embroidery. chemisettes, in a number of styles, prettily trimmed with embroidery. AT 79c. AND 98c.-Fine nainsook and

Chemises.

cambric, round and square neck, em-broidery and lace trimmed. AT \$1.19, \$1.39, \$1.59-Fine nainsook chemisettes, long and short skirt effect, the skirts trimmed with lace or em-

Drawers.

AT 12c. a pair-Good muslin drawers, hemmed and tucks, yoke band. AT 19c. a pair—Good muslin drawers, made with a 5 inch cambric ruffle, hemstitched.

AT 25c. AND 29c .- Good muslin drawothers with deep embroidered ruffles. AT 39c. AND 49c.-Muslin and cambric drawers, some prettily trimmed with embroidery, others with lace edging. AT 59c. AND 79c .- Fine cambric and

muslin drawers, some made with umbrella ruftle, others prettily trimmed with lace or embroidery, AT 98c .- Nainsook and cambric drawers.

torchon lace; others deep embroidery

Tsattee silks, cotton and silks mixed in

Then there are cheviots, madras, Scotch

a beautiful line of stripes and color effects

gingham, linen ginghams, linen suitings,

mercerized canvas, pineapple sephyr,

10,000 Yards Corded

Ginghams, 9c Yard.

atyles and colors that are to be worn dur-

Every yard is new and represents the

flounce.

The New 1902 Cotton Dress Goods.

An Opening Never Equalled at This Time of Year.

New York at this season of the year. That is, in magnitude of display-character of assortment and high quality of the materials. Here you really have the very pick

from the entire importations of the Old World as well as the product of the new. Any

one who sees this ollection will go into raptures over it-all are new fabrics that have never been shown before, and so exclusive that there is but one piece of a kind.

The value of these beautiful things, and they are really irresistible, is largely due to the art displayed in the designs, the delicate color effects, the general style and ex-clusive character of the weaving. It is quite impossible to even attempt to describe

dresses, 75c per yerd. | ing the year 1 002, they come to stripes,

Dependable Silks

At Fractions of Real Worth,

dependents quality means everything. Nothing but the good comes to Losser's; shat, command with the charm of distinctive style, makes buring here the astest any

79c. for \$1,00 Black Taffeta.

West gustanteed worse on edge of each yard. It inches wide

79c. for \$1.00 Crepe de Chines.

79c. for \$1.25 and \$1.35 Novelty Silks.

A lot of 6,000 yards; an ending variety specially suited for wrists, skirts, &:

59c, for 98c, Louisinc,

35c. for 69c, to 98c. Odd 5llks.

Printed Liberty Satins-the New 1902.

A 26 inch colored crape de chine - 40 of the bear shades and not a had one to

where due torm an idea of some of the good things by this given

With a fabric ilar sile, which plays such an important part in fastionable drass.

Then the prices make them easy to buy-and the fact that January is the slack

and white, 69c.

Probably there has never been anything like this attempted before in Greater

ers, some made with hemstitch effects,

AT \$1.19, \$1.39, \$1.59, \$1.98-A magnificent line of still finer night gowns, mostly nainsook and cambric, pire effects, elaborately trimmed with embroidery and lace.

variety of styles, 9 styles in all, clab-orately trimmed with Valenciennes or Underskirts.

broidery trimming.

AT 19c .- Outing flannel underskirts, extra quality, assorted stripes, deep hem, yoke band.

AT 39c., 49c., 59c., 79c. and 98c.— Finer quality, mostly lace trimmed.

that we must outdo the past, whatever the cost, one by sacrificing all profits and in co-operation with assures benefits to you that have never been I the makers selling you the very best garments of their Maker's Samples

And the very best lot we have ever shown. 3,000 garments made of fine nainsook and cambrics, daintily trimmed with lace. Val. AT 39c.-Good muslin gowns, V and with lace, Val. and Point de Paris or Cluny; others with dainty fine embroideries, and among these are high and low neck gowns, petticoats and un derskirts, corset covers, chemises and drawers, slightly soiled from handling,

Known

all at extraordinary prices.

Also in the French section an assorted lot of fine handmade garments, consisting of night gowns, drawers, chemises, corset covers taken from our stock, slightly handled, at greatly reduced prices.

White Petticoats.

sook, cambric and fine muslin gowns, 18 styles to choose from, elaborately deep cambric ruffle, hemstitched. 49c .- Made with embroidered ruffle. ruffle, some embroidery trimmed, others lace trimmed.

AT 98c. White petticoats, in a variety of styles, deep embroidered ruffles, also lace insection and edging; others dainty hemstitch effects. AT \$1.19, \$1.39, \$1.59, \$1.98, \$2.98 -Still finer white petticoats, with deep flounce of fine embroidery, or elab-

orately trimmed with lace. Colored Petticoats.

AT 29c .- Underskirts, silk crochet edge. AT 29c .- Crash and percale spring petticoats, with deep umbrella flounce, edged with narrow ruffle.

Aprons.

AT 23c.—Good muslin gowns, in three styles, 2 insertings in yoke; others

At Lower Prices Than Ever AT 5c.—2,000 white lawn aprons, hem and tucks, with strings. and brown checks. AT 29c. AND 39c.—A large variety of maids' aprons, some with fancy bib, plain strap; others double width with deep hem, 9-inch strings.

AT 8c. a pair—Children's muslin drawers, with hem and tucks, in five sizes.

AT 15c. a pair—Better grade of muslin, with hemstitch ruffle, 6 sizes.

chasing power with the makers that assures you benefits that have never been equalled.

that the cost of cambrics, nainsooks and muslins has

advanced and that the effect of that advance will be felt

cent to 50 per cent. less than you can possibly buy in

the regular way later in the season. Take for instance

the night gown that we offer at 23c. — at best it is

worth 50c to-day, and the chances are the same quality

we can afford to do business for nothing, but it does pay

us to convert what might be a dull month into a busy

The whole sale is on this liberal basis - not that

wise economy that hardly requires emphasizing.

To stock your wardrobe now for future needs is a

Everyone acquainted with the cotton market knows

Buying of Loeser now really means buying 25 per

Infants' Short Dresses.

AT 39c. AND 49c. - Infants' short dresses, made of soft white nainsook; others of lawn, prettily trimmed with

embroidery or hemstitched.

AT 59c., 79c.—Infants' short dresses, in fine nainsook; some made in square yoke effect, others with yoke of hemstitch and tucks, and embroidery edge.

AT 98c.—Infants' short dresses; some with solid yoke of embroidery, others trimmed, square yoke, with hemstitch and tucks.

AT \$1.39, \$1.79 - Children's short dresses, in two and three-year sizes, of fine lawn, made long waisted, French effect; some trimmed with insertion of embroidery and tucks, others with ribbon beading at the waist line. AT 39c. AND 49c.—Children's dresses, in two and three-year sizes, made of

fancy colored lawns; pink and blue effects; some made with yoke, trimmed with embroidery, others lace edge. AT \$2 25, REGULAR \$3.48-Children's short hand-made dresses, special for this sale, French knots and feather

stitching. AT \$1.25, \$1.59 AND \$1.98, REGU-LAR \$1.75 TO \$3.50-Long slips, hand made, with fine lace edge.

than the cost of making alone. Every garment is made by the best makers in this

kind at less money than the poorly made—at less in fact

than the cost of the material, and in many instances less

country—in clean, cheerful factories—by the nimblest fingered seamstresses that money can command, and with that touch of home-making about them that has always distinguished and made popular the Loeser garments. Everything new, up-to-date, tasteful and dainty trimming-no skimping in lengths, or widths, or sewing. Where prices are lower quality has been maintained - where prices are the same qualities have been improved.

And then the facilities for selling have been made better — more space — more help — more per-fect arrangements. Indeed this great sale is an assured success already. It will mark an epoch in Brooklyn merchandising. Every item here means economv — a home seamstress to do her best would run your cost to double.

For the Baby. We've made extraordinary provisions and tucks, with strings.

AT 9c.—Gingham kitchen aprons, blue in every way in keeping with the magnitude of our Underwear Sale and at prices just as advantageous.

with hemstitch ruffle, 6 sizes. AT 23c.—Fine muslin drawers with em-

broidery ruffle, in 8 sizes. AT 39c .- Good muslin drawers with fine embroidered ruffle, with cluster of

Children's Gowns.

AT 39c .- Made of fine muslin, tucked yoke and cambric ruffle. AT 49c.—Children's gowns, fine muslin, mostly made bishop sleeve, hemstitch band and plain ruffle. AT 49c.—Children's skirts of fine muslin,

made with embroidery ruffle.
Sample lots of children's underwear, consisting of gown, drawers and skirts, trimmed, with embroidery, slightly soiled, at greatly reduced prices.
Also sample lots of children's short

dresses, 1, 2 and 3-year sizes, made of AT 79c. AND 98c .- 1 style, with emfine nainsook, and some Persian lawns, very prettily trimmed with embroidery, others lace trimmed, slightly soiled.

Infants' Long Slips.

AT 15c .- Infants' long slips, in soft fin ish cambric, ruffle on neck and sleeves. AT 29c.—Of soft finish cambric, with hemstitch ruffle on neck and sleeves. AY 39c. - Soft finish cambric, made with yoke of tucks and insertion.

AT 49c. - Infants' long sleeve, nainsook, yokes prettily trimmed with embroidery and some with hemstitching. T 79c. AND 98c.—A fine lot of infants' long sleeve slips in nainsook, yoke back and front, with embroidery and tucks; others with hemstitched ruffle and em-

Infants' Caps.

AT 19c.—Infants' caps, made of fine fancy lace stripe lawn, with tiny lace edges around the face. AT 29c .- Fine lawn infants' caps, made

with turned back, piece of embroidery. AT 39c.—Fine lawn infants' caps, made with insertion and tucks, and 3 rows of Val. lace around the face.

AT 49c., 59c .- Fine lawn caps, with allover tucks and other of fine embroidery, turned back piece and lace

broidery turned back piece with lace edge, and the other with insertion edged with lace.

### Corsets at Phenomenal Prices. 50c. for the \$1.00 to \$3.00 Kinds.

1,200 pairs of the celebrated R. & G. Augustine & Sonnette corsets. They are called 2ds. Mostly straight fronts, in short, medium and long lengtas, as well as Girdles; white, black, gray, light blue and pink; Coutil and batiste, all well boned, trimmed on top with lace; sizes, 18 to 30; choice of all, 50c. per pair. 98c. for the \$1.75 to \$5.00 Kinds.

300 pairs of imported ZZ corsets, white and gray; Coutil, straight front, medium bust, trimmed on top with lace; regular price, \$1.75.
500 pair of Her Majesty 2ds, white, gray and black, suitable for medium and tout f gures, both straight and curved front effects, 18 to 36 inches; regular price.

\$2.50 to \$5.00; choice of both lots, 98c. per pair.

#### The Newest of Spring Shirt Waists.

The curtain rises on the first showing of the pretty new conceits for the spring of 1902. An assortment as interesting and important to the well dressed woman as the first showing of spring millinery. The styles are decidedly how; self-detached stock collars have supplanted the white linen collar; in the finer kind presty hishan sleeves are greatly in vogue.

selecting now you obtain exclusive styles and designs, which manufacturers are unable to make later on. The colored waists are shown in new madras, ginghams, Chambray's and mer-

The white in fine lawn and dimities and imported mercerized materials, very silky in appearance. white lawn waists, unique make, with

AT 80c., REGULAR 78c. TO \$1.59 -1,000 new sample waists in colored percales, Chambrays and lawns, mostly 34 and 36's, all this season's make,

AT BEC. REGULAR \$1.59 - fates fine gingham waters, new spring patterns, AT 98c., INSTEAD OF \$1.59 AND dainty stripes, with detached stock \$1.88 Figures waters in assorted colblack and white, was in this lot AT \$1.98 INSTEAD OF \$2.98 AND colla ; also a protty, new Gotalia water

Finer lots and imported materials at \$1.70. \$1.98 and \$2.98 up to \$0.60 dainty colors, variety of models. \$1.95 to close lawn waist, Getsha make, plain full front, pearl buttons, detachable soilar and \$3.98. French flaunci waists to pratty dainty colors, variety of models. \$1.95 to close. Splended values in alls waists, \$2.98 and \$3.98, were \$3.90 to \$5.98. Do not mas these ions.

tucked front, with embroidery inserunique makes, mercerized materials, white lawn, at \$1.08. \$2.08, \$3.08 to

#### Unequalled Display of Wrappers.

The test int of wrappers we have ever offered, made expensity for our underwase and on the same prior basis. I note and 10,000 franciscities and parents, and even the smallest priord once have large and full exists. AT ANG , REGULAR 76c. Fancy print others of police dot with Persian border

enters emmodered edging on ores Al \$1.00 (Mallan) Of \$2.50 (Mag) ings: siso indigo and mourning affects

AT AND, REGULAR DEL Francistic prappers, medium and dark subset, tylis over aboutlet, braid trimmed, The INSTEAD OF \$1 75-110

finnsistic proppers, medium and us colors, yoke front and track, fired chance int of perceion, roke arimond with embraidery, firted back AT MRC., REGULAR \$1 50 AND \$1.75

Best quality francetiette wrappers in a

300 sample wrappers, mostly fiannelettes, some trimmed with salin rit. bon, others velvet ribbon, fitted back;

manity thannoteste wrappers, in higher ber tarender, red and navy attacts, made with tribed natio risks, suffig. prer shoulder Armined with embreigmry finance on shift. AT \$1.20 INDITAL OF \$1.98 Beat

quality flanneights Kimone wrappers, in pe- Northall tir \$1 70 Guing funnish erappers, anitable for the bed-Al hu. Ibili Ab 621 Tue - Opting flaters Kimons sacques, in figur, dates color, with border to match. I ho, I holtals Of wer - Outing figure: granting surques, made with this tuck, belt please, Persian border;

ZEO sample wrappers, sizes 30 to 18, but tack, bell blesse, Person border, assorted styles, all at DR: (free to tasten in from AT \$1.30 INSTEAD OF \$1.75 to \$2.49 AT 40c. (NoTEAD OF \$5c. - fiderdow.) dressing sacques, in sed, gras, light hive and pink, crocuet edge, rittum at

# Our Annual Sale of Linens. Prices Lower Than Ever Before.

This sale is in keeping with our great underwear sale -in fact in co-operation with it. It has been worked on the same basis of forehanded preparation, with the result that we offer you linens that will gladden the heart of any housekeeper at lower prices than the wholesale dealer has to pay to-day. In fact, there are prices here that have not been known before. The sale is distinctively a Loeser achievement. AT 39c., VALUE 50c .- All linen cream AT \$1.59, VALUE \$1.89-All linen ;

damask, 62 inches wide. AT 49c., VALUE 60c .- All linen cream damask, 66 inches wide. AT 69c., VALUE 80c .- All linen silver

time with the dressmakers gives you an opportunity to have them made up at a small cost. Aside from the pleasure of seeing the new, the collection is one of the most practical ever shown, even surpassing Loeser's itself. We enumerate a few of them Silks and linen batiste, linen color | Irish Dimities - In this class the ground, run with colored silk ribbon, also | manufacturers have outdone themselves. bleached Austrian damask, 72 inches wide. with lace stripe and dot effects, 48 inches styles and colorings are handsomer than wide, \$1.50 and \$1.50 yard. AT 98c., VALUE \$1.25-All lines and

very fine quality of yarn, extra heavy cream damask, 72 inches wide. AT 49c., VALUE 69c. All lines bleached Irish damask, 68 inches wide.

64 inches wide. 75c., VALUE 90c -- All lines bleached day ask, extra heavy quality, AT DSC., VALUE \$1.25 Extra heavy double satin bicached damass. 72

Inches wide AT \$1.16, VALUE \$1.50-Estra fine double agtin bleached damask, choice

Pac. VALUE \$1.25 All lines bleached Irist capsine, fact selvedge, \$1.26, VALUE \$1.76 All lines therefied booten napaine, one 20x20, the heat naphic cold in forester Ben York for the muney. Limited quantity

to each emplomer

bleached Irish napkins, fine quality yarn, size 20x20. AT \$1.98, VALUE \$3.00-All linen

AT \$2.98, VALUE \$4.50 All lines bleached Scotch napkins, extra fine and heavy weight, size 20x26. This napkin is the best value over offered. AT \$3.49, VALUE \$5.00 - All timen

bleached Irish napkins, heavy quality, AT 57c., VALUE 69c.-All lines size 24x24.
bleached Scoten damask, fine quality, AT \$3.98, VALUE \$5.50-All lines bleached Scotch naphins, very fine quality of yarn, sice 20x26.

AT \$4.09, VALUE \$6.50 All horn theached friels napains, cates licary quality, size 25x25.

\$1.98. VALUE \$2.58 All lines bleached frielt dament tebisciotics, BISC ZXZ 14 AT \$2.19, VALUE \$2.76 All lines bleached frish damask tablecluths,

RIZE ZEA. AT \$2.49. VALUE \$3.00 All Horn bleached frish damank tableclotten, AT \$2.80, VALUE \$3.75 All lines blemstud ficately dathers tablectuits, AT sates heavy, size Madia

Towels and Crashes. AT Sc. YARD-1,000 yards of wash

Russia crash, 16 inches wide. bicached Irish napkins, heavy quality, at Sc. VALUE 10c. All linen bicached Irish crash, 16 inches wide. AT 10c., VALUE 12!ac.-All linen blesched Scotch crash, 17 inches wide. AT 121,c., VALUE 15c .- All linen homespun Russis crash, 17 inches

> AT 101.c., VALUE 121.c.-All linen glass towelling, 20 inches wide. AT 12'ye., VALUE 17c. - Linen hemmed huck towel, whiteand colored borders, entra large size, 20x40.

wide.

AT 19c., VALUE 22c.—Linen hemmed huck towel, size 22c44. AT 25c., VALUE 39c.— All linen hemmed huck towel, fine quality, size 22144. The best value ever offered n an ail linen buck towel. AT 26s . VALUE 30s -All lines tem-

stirched buck towel, size 22x40, extra 12 cc., VALUE 17c.-Bleached furkish towel, extra fine yarn, size VALUE Ave Missched

Turkinti towel, catta heavy, size 27a64.

Turkish town cates large and heavy

# Sheets, Pillow Cases and White Goods. Annual Sale Vital to Every Housekeeper.

Here again the dull season of the manufacturer has been utilized to his benefit, and yet at advantage toyou that has rarely if ever been equalled. This cale deserable with the underwear in benefits and in season for them. SHEETS AND PILLOW CARES of PILLOW CARES made from remnants berepud dimity for civildren's weer, sine trianched or union, made up reads for one, at of them burd thillie. Emmante and Pronith ladrer midnesses I he , instead of 20c

iess than the staterial conte by the ward; the choses are turn by bond and stones, Plain colored Louisine siles many, belin, nestor, gray, brown, grace, violet, when laundered tiake, 52c instead of 59c 24MG, 3Mc 450 Weeding-out time -2,000 yerds of old shades of liberty estine, corded teffotas, corded regence and plain teffotas, all at 35c. per yard. 81 EPU, 44c.

MISSIN-Yd, wide, unbloaded, he yd-MISSIS Yard wide, Watteprite, Inc tienthed, by said. English longclock, 12 yards to each piece, 98c., instead of \$1.25

COTTON BIRDS EYE Fine quality: Inch 18 20 22 24 27 Prop 66, 66, 76, 66, 96, 10 de. CHECK LAW his for childrens' aprens, it., 12/9c, 15c, instead of 12/9c. PANCY STRIPE PIQUE, suitable for mains and childrens' wear, if c. instead INDIA LINON, 40-inch, fine and

90:99, 54c. PILLOW CASES made from remnants Quite exclusive creations from the best Parisian artists -awfully pretty things of standard bleached muslin, size 45x36, at 76c., 50c., 50c., 51.00 and \$1.25 for the very beat.

Constant must be and inc. at 12', a FILLOW CASES - Unbinashed muslin many fine and closery worsen, size, \$2x.60 at Milys, separate of \$2 tos.

\$1.25 " \$1.50 \$1.30 " \$1.75 \$1.50 " \$1.05

sheer, suitable for whole dresses, 1216c.

and 15c. instead of 18c. and 25c.

-x 13 1